

Santa Rosa County Tourist Development Council
8543 Navarre Parkway
Navarre, FL 32566

Grant Application

Applicant Organization: Gulf Coast Kiln Walk Society, Inc.

Contact

Person: Brenda Stokes **Title** President

Organization Address: 7507 Buckeye Dr.

City Navarre **State** FL **Zip** 32566 **Phone** (850) 939-2744

Email Address: martyandbrenda@bellsouth.net **Web:** gulfcoastkilnwalk.org

Cell (850) 939-2744 **Organization IRS Status:** 501c3

Name of Event or Project: Patty Newton Documentary "Alchemy, Portrait of a Woodfire Kiln", and WoodStoke Pottery and Kiln Festival

Has this project received grant funding from SRC TDC in the past? Yes

If yes, when and how much? 2012 - 2014 - 2016, \$5000

If yes, what is the room history of the event? Total of 225 nights

2016/2017 Event Request Details

Location of Event or Project: Corner of Hwy. 87 and Buckeye Dr., Holley-Navarre

Dates of Event or Project: Jan. 8th - Feb. 12th, 2017

Detailed Explanation of the Project:

The Gulf Coast Kiln Walk Society's mission is to promote awareness of the ceramic arts and build community relationships through clay related activities, bringing individuals of all ages together to celebrate our heritage and pass it on to future generations.

The Gulf Coast Kiln Walk Society (GCKWS) hosts events each year such as the firing of the largest wood-fueled kiln in Florida and the Historical Ralph Howard Phillips Kiln which is the only reconstructed historical, wood-fueled Kiln of its type in the Southeast. GCKWS hosts a Clay Conference biennially and combines both the conference and the firing of the Kilns which culminates with the WoodStoke Pottery and Kiln Festival where the two unique historical Kilns are unloaded and the works of art are displayed. Visitors come from all over the World to participate in this one-of-a-kind conference and festival. Each year the event is carefully documented.

Plans for the next event include firing of the two historical kilns in January in conjunction with Award winning Producer/Director, Patty Newton, (letter and resume attached) who has completed her documentary, Alchemy: Portrait of a Wood Fired Kiln. Patty was here in 2005 to interview world renowned ceramic artist Don Reitz and his assistant Brian Harper at the inaugural firing of the historical 32 foot Anagama Kiln. Patty has already created international interest in the documentary and plans to have it ready for the domestic and international film festival circuit. She would like to have the premiere screening of the film in Santa Rosa County where the documentary was filmed so she may give back to the community where the events took place. Plans are underway to screen it at the Historical "Imogene" Theatre in Milton. Patty Newton will also give lectures about her experience in the industry and her work as a Producer/Director. Currently she teaches at the University of Texas at Arlington.

After the screening of the film at the "Imogene" the annual WoodStoke Pottery and Kiln Festival will take place. The Ralph Howard Phillips kiln will have a special firing of work that was made by Ralph in the 1950's that was generously donated by his daughter Pat Meadows who lives in Jay, above the old kiln site. When the Historical Center/Museum is complete the family plans to donate more of his work, tools and memorabilia.

The Santa Rosa Retired Educators, Santa Rosa Arts and Culture Foundation, Navarre High and Gulf Breeze ceramic art students will be on the grounds for the Seafood Gumbo and Chili Cook off. Many local residents volunteer their services on this day. Proceeds from the cook off support Santa Rosa County Scholarships for graduating seniors and art supplies for Clay Programs at the High Schools.

Total Budget of Event:

(A budget with anticipated revenue and expenses is required upon submittal of application)

Amount Requested: \$5000

Intended use of Funds: Advertising, Promo and Presenter Fees

Match Provided by Organization***** (See Attachments)

In-kind description: Lodging, Transportation, Preparation of Kilns and Kiln Openings, Accounting, Cleanup etc.

Value in-kind: \$40,158

Match dollars by your organization: \$5,450

Total Match by Your Organization (Including in-kind): \$45,608

Projected Attendance: 650

Projected Out of Town Visitors: 400

What are the goals/objectives for this event for which you are applying:

The number of ceramic artists in Escambia and Santa Rosa County is growing in part to educational efforts of our schools, colleges and private instructors. The resources for knowledge and access to the methods of ancient wood-fire techniques proposed by Gulf Coast Kiln Walk Society are not currently available in the area. The closest facilities available to the public are located in St. Petersburg, FL, and Seagrove, NC. The art of wood-fired ceramics is experiencing a revival and it is the desire of our community to have creative outlets to share the love and appreciation of art. In Santa Rosa County, specifically the Gulf Breeze and Navarre Area, there is not an art museum. Art and Culture are driving forces behind a community's quality of life and have been proven to lead to future economic development of an area.

Describe how the effectiveness of this event will be measured:

The event will be measured by attendees to the Imogene screening of the documentary, the presentations and lectures, and by surveying attendees at the WoodStoke Pottery and Kiln Festival.

How will the event/project benefit tourism in Santa Rosa County?

Navarre Beach is the single biggest tourism draw in Santa Rosa County during season. However, there isn't much visitor activity during the shoulder season. We do not have any type of destination attraction. The arts are a unique niche for Santa Rosa County and create a unique visitor market. Gulf Coast Kiln Walk Society also promotes Gulf Seafood at its Kiln opening events through a Seafood Gumbo cook-off. Visitors have an opportunity to sample wide ranging recipes featuring Gulf Seafood.

What are the demographics of your targeted attendees (i.e. families, professionals, youth, etc. plus other demographic info as available):

Primary Target Population Demographics:

College Students – USA, UWF, PSC, OWC –18-26 yrs. – Male/Female

Art Patrons – 26+, Male/Female, Art Enthusiasts, Art Curious and Art Investors
 Studio Potters – all ages – Male/Female – art as a hobby but more than glaze and oven-fired art
 K-12 Students – 5-18 yrs. – Male/Female – Santa Rosa and Escambia County Schools
 Field Experience (Geographically Convenient) Secondary Target Population Demographics
 Snowbirds – 55+, Male/Female, 2nd home on Navarre Beach/Pensacola Beach or in RV Campgrounds
 Visitors – Families, 40+ Male/Female, Children K-12 – Looking for full itinerary for vacation

Will you survey the participants to capture data? yes

Estimated Bed Tax Calculation

Estimated Number of Visitor Rooms:	75	
	X	
Estimated Number of Nights:	<u>3</u>	
	X	
Estimated Room Rate per Night	<u>95</u>	
	= \$ 21,375_	X.05= \$ 1069.00
Tax		Estimated Total Bed

Estimated Sales Tax Calculation

Estimated Number of Visitors: 400

X

Average Spending per out of town visitor per day including transportation: \$ 110

Estimated Number of Days in County: 3

= 132,000 x .065 = \$ 8580.00

Estimated Total Sales Tax Generated

Total Potential Tax Impact:

Total Estimated Bed Tax Generated (from calculation above) \$ 1069.

Total Estimated Sales Tax Generated (from calculation above): \$ 8580.

Total Estimated Tax: \$ 9649.00

Describe how financial resources will be monitored:

Treasurer/Accountant

No Permits/Licenses are required.

Our Non-Lodging Partners:

Santa Rosa County Arts and Culture Foundation, Ye Olde Brothers Brewery, Pensacola State College, Larkin Refractory Solutions, Aardvark Clay, Nowak Enterprises, Inc., Tuscan Oven Pizzeria, Holley Hill Pottery, Four Elements Pottery, Gulf Coast Cabinets, Miss Donna's Antiques, Maria and David Spies Pottery, William Clover, Krist Lien, Chris and Rachael Crooke, Robin and Sara Zehr, and Barbara Bowman. Other non-lodging partners expected.

Lodging Partners:

Summerwinds Navarre Beach, Hampton Inn Navarre, Days Inn Navarre,

Other Lodging commitments coming

What efforts are being made to grow the event?

WoodStoke Pottery and Kiln Festival is an annual event which is widely supported by patrons of the arts from along the Gulf Coast and visitors from throughout the world. Reservations for pottery to be included in the Kiln Firing are taken one year in advance and are sold-out. The WoodStoke Pottery Festival typically features a seafood and chili cook-off and is a celebration of our heritage concerning the ceramic arts. The pre-events culminate with the Kiln Openings. Pottery is examined, traded, sold or donated to the permanent collection. Each participant serves as an integral resource in the kiln

opening by passing the pottery from hand to hand until it reaches its final resting point where fire patterns on the pottery are documented. A biennial Clay Conference is held on the even years in conjunction with the Kiln Openings and is rapidly growing in popularity. On the odd years there are themed pre-events that also culminate with the kiln openings.

The events will grow as the Gulf Coast Kiln Walk Society proposes to construct a 2000 sq. ft. building adjacent to the current kiln property. The Gulf Coast Kiln Walk Society Historical Center will be both a working center and museum and will house a collection of wood-fired ceramic art from around the world. The proposed Historical Center will be a gathering place for local and visiting artists to gain and share knowledge of techniques and experiences in the wood-fueled ceramic arts and will allow student artists of all ages to create and display ceramic art. The Historical Center will also serve as a destination for visitors to Santa Rosa County and in turn will grow the Clay Conference and WoodStoke Pottery and Kiln Festival.

How will information about room nights booked for this Event be obtained:

Visitor surveys and registration process

Additional Information:

2017 Estimated Project Income

Admissions Kiln Openings	Free
Kiln Spaces	2,500.
Raffle, Merchandise	850.
Cook off	1,750.
Visitor donations	350.
Local Event Marketing Funding	5,000.
Total Projected Income	10,450.

2017 Estimated Expenses:

Presenter Airfare	800.
A & K Portable Toilet Co.	100.
Wood for Firing	2,450.
Kiln Shelves	600.
Firing Supplies	450.
Firing Equipment	480.
Reception Food	500.
Opening Food	850.
Non-local Advertising	650.
Video Documentation	450.

RHP Educational Booklets	300.
Ceramic Monthly Ads	350.
Clay Times Ads	600.
Navarre Chamber Membership	100.
Navarre Chamber ePostcard	50.
Office Supplies	120.
Printing of Flyers, Posters	600.
Theater Rental	1,000.

Total Projected Expenses **10,450.**

In-Kind: (Points of light current value per hr. for volunteers - \$23.00)

	Hours	Value
Committee	288	6,624.
Lodging	22	506.
Sponsor Pots	36	828.
Sponsor Mugs	24	552.
Prepare Kilns	40	920.
Glaze Days	75	1,725.
Glaze Cleanup	25	575.
Loading	200	4,600.
Firing	576	13,248.
Opening	132	3,036.
Cleanup	15	345.
Transportation/Entertainment	30	690.
Booklet Prep	20	460.
Reception	60	1,380.
Presentation Volunteers	180	4,140.
Treasurer/Banking	15	345.
Thank you Letters	8	184.

Total In-Kind **1746** **40,158.**

CERTIFICATION AND COMPLIANCE STATEMENT

APPLICANT:

I hereby certify that the information contained in this application is true and correct to the best of my knowledge and that I have read the policies and requirements of the Santa Rosa County TDC grants program and will abide by all legal, financial and reporting requirements as a condition of receiving grant funds from the Santa Rosa County TDC. Signatures must be original in blue ink.

Name: Brenda Stokes

Organization: Gulf Coast Rln Walk Society Inc

Brenda Stokes
Signature

May 25, 16
Date

Please return the original plus (4) four copies of the Application and the Certification & Compliance Page by **5 p.m. Tuesday, May 31, 2016** to:

Santa Rosa County Tourist Development Office
ATTN: Grants Program
8543 Navarre Parkway
Navarre, FL 32566

Application Check List

- ☒ Completed application (pages 4-9)
- ☒ Signed certification and compliance form (page 10)
- ☐ Copy of event license (if any)
- ☐ Copy of event permit (if any)
- ☐ Copy of event insurance (if any)
- ☐ Copy of liability insurance
- ☒ Anticipated budget, including detailed expenses and revenue
- ☒ Original and four copies of your complete application package (all items listed above)



Patricia A Newton

Biography

Award winning filmmaker Patty Newton has worked professionally in film and television in Texas, Georgia and California as Producer, Director, UPM, and Art Director. Newton works in fiction, art-based film and documentary. Newton won the Cine Golden Eagle for producing, *A Window That Opens*. She also produced the Beverly Hills Playhouse production of *Danny and the Deep Blue Sea*, which enjoyed an extended run and was critic's picks in both LA Weekly and LA Times. She was honored to work on PBS/KCET's Emmy award-winning documentary *California at War*, Tavis Smiley's seminal civil rights documentary *Stand* and PBS's acclaimed series *Wired Science*. Newton wrote, produced and directed *Pursuit*, which had its West Coast premiere at the prestigious Palm Springs International ShortFest in 2012. After a successful domestic and Canadian festival run *Pursuit* moved on to play in Italy, Finland, Switzerland and New Zealand where it continues on the international festival circuit. Newton was recruited to serve as a film industry mentor for the American Pavilion's prestigious Student Internship Program at the 2013 Cannes Film Festival. A record one hundred and seventy-six students from around the world participated as interns. The sixteen-day program immersed film students in the workings of the professional film world by serving at the American Pavilion and with leading film talent agencies and production/distribution studios. In 2013 she co-produced *dawn*, a short fictional drama about a woman adjusting to life having just been released from prison which airs in 2015 on HBO. Her current research includes directing two films.

City Hearts is a NEA-funded short documentary that focuses on how the preparation and installation of a large public art piece helped change the lives of recently paroled ex-offenders providing new, marketable skills that will serve them professionally beyond a prison system fraught with revolving doors while cultivating the self-esteem necessary to make a new life.

Into The Gap is a feature length documentary about an Iranian-born Russian artist and bold seeker of truth as she relocates from Dallas, Texas to Portland, Oregon.

Newton completed her MFA at the University of Texas at Arlington. She is a member of Phi Kappa Phi, University Film Video Association, Dallas Producers Association, and is currently serving on the Scholarships and Grants committee for Women In Film-Dallas.



GULF COAST KILN WALK SOCIETY, INC.

7507 BUCKEYE DR., NAVARRE, FL 32566 850-939-2744

May 25, 2016



Gulf Coast Kiln Walk Society Funding Request:

The Gulf Coast Kiln Walk Society, Inc., (501c3) is respectfully requesting a grant in the amount of \$5,000 for our 2017, Premier of the Patty Newton Documentary, "Alchemy: Portrait of a Wood Fired Kiln" and the Annual WoodStoke Pottery and Kiln Festival. Your sponsorship would give the Kiln Walk Society and its visitors and participants from around the country a more diverse experience in this beautiful tourist area. Patty Newton has won many awards in the film industry and documented the events surrounding the inaugural firing of the historical Anagama kiln in 2005.

The GCKWS Board, members, volunteers, donors and sponsors have worked diligently to come as far as we have in such a short time. It is our belief that the passion people bring to a project or objective is where the true success lies, and we have the passion and ability to prepare events that will enhance and enrich lives. Events such as the documentary and presentations will lead up to the much anticipated WoodStoke Pottery and Kiln Festival. We are especially pleased to have rescued the Ralph Howard Phillips original wood fueled kiln in Jay, and given it a permanent home at Kiln Walk. This Southern Groundhog Kiln is the only reconstructed working wood fueled kiln from that era in the State of Florida.

We hope the TDC will catch our passion and recognize the hard work in building such a special facility for the preservation of the history and culture of wood-firing and the ceramic arts. On behalf of the Kiln Walk Board, we thank the TDC for their time and consideration and for including us in the process.

Sincerely,

A handwritten signature in cursive script that reads "Brenda Stokes". The signature is fluid and stylized, with the first and last names being clearly legible.

Brenda Stokes

President GCKWS